R E M A R K S

Reconsideration of this application is respectfully requested in view of the foregoing amendment and the following remarks.

By the foregoing amendment, claim 1 has been amended. Thus, claims 1-19 are currently pending in the application and subject to examination.

In the Office Action dated September 19, 2006, the Examiner rejected claims 1, 2, 3, 5, 17 and 18 under 35 U.S.C. § 103(a), as being unpatentable over Van Asma (U.S. Patent No. 6,897,902 B1) in view of Knox et al. (U.S. Patent No. 6,351,292 B1, hereinafter "Knox"). The Examiner also rejected claims 4 and 19 under 35 U.S.C. § 103(a), as being unpatentable over Van Asma in view of Knox, and further in view of Shibamiya et al. (U.S. Patent No. 5,926,174, hereinafter "Shibamiya"). In addition, the Examiner rejected claims 6, 7 and 9 under 35 U.S.C. § 103(a), as being unpatentable over Van Asma in view of Knox, and further in view of Suga et al. (U.S. Patent No. 6,215,674, hereinafter "Suga"). Moreover, the Examiner rejected claim 8 under 35 U.S.C. § 103(a), as being unpatentable over Van Asma in view of Knox, and further in view of Shibamiya, and further in view of Suga. The Examiner also rejected claims 10, 11 and 12-16 under 35 U.S.C. § 103(a), as being unpatentable over Van Asma in view of Knox, and further in view of Cooper (U.S. Patent No. 5,489,947). It is noted that claim 1 has been amended. To the extent that the rejections remain applicable to the claims currently pending, the Applicant hereby traverses these rejections, as follows.

In making the rejections, the Examiner asserts that "Van Asma does not explicitly disclose scaling of the OSD data". The Applicant respectfully notes that Van Asma

discloses in column 4, lines 55-67 that the video data stream read from the first frame buffer 103 is resized by the first scaling unit 104 and stored in the second frame buffer 106, the OSD data is stored in the second frame buffer 106, using an overlay technique, and the resized video data stream is read from the second frame buffer 106, connected by the second scaling unit 108 and stored in the third frame buffer 110. Overlay of OSD data will produce the video data containing the video data stream and the OSD data. Such composite video data is read out of the second frame buffer, resized by the second scaling unit, and stored in the third frame buffer. Van Asma neither discloses nor suggests separating the composite video data. Thus, it is apparent that the video data and the OSD data are resized equally by the second scaling unit. According to the teaching of Van Asma, it is not possible to resize the video data and the OSD data other than equally.

In the present invention as recited in independent claim 1, as amended, a control section controls accesses in the image memory and the display buffer memory, reads the first image data group from the first memory area and writes the first image data group in the display buffer memory without intervening with any other memory area or buffer memory area, and reads the second image data group from the second memory area and writes the second image data group in a specified area of the display buffer memory, and, the control section includes a data expansion control section capable of selectively increasing a data amount of only the second image data group read from the image memory, according to the second image data group.

None of the applied art of record, nor any combination thereof, discloses or suggests at least the combination of a control section for controlling accesses in said

image memory and said display buffer memory, for reading the first image data group from the first memory area and writing the first image data group in said display buffer memory without intervening with any other memory area or buffer memory, and for reading the second image data group from the second memory area and writing the second image data group in a specified area of said display buffer memory, wherein said control section includes a data expansion control section capable of selectively increasing a data amount of only the second image data group read from said image memory, according to the second image data group, as recited in claim 1, as amended.

For at least this reason, the Applicants submit that independent claim 1 is allowable over the applied art of record. As claim 1 is allowable, the Applicants submit that claims 2-16, which depend from allowable claim 1, are likewise allowable for at least the reasons set forth above with respect to claim 1.

Similarly, none of the applied art of record, nor combination thereof, discloses or suggests at least the combination of reading the first image data group for a background and the second image data group for an on-screen display from the image memory and selectively increasing a data amount of only the second image data group; and displaying, on a display screen, the first image data group and a second image data group of which the data amount is increased, as recited in claim 17.

For at least this reason, the Applicants submit that independent claim 17 is allowable over the applied art of record. As claim 17 is allowable, the Applicants submit that claims 18-19, which depend from allowable claim 17, are likewise allowable for at least the reasons set forth above with respect to claim 17.

Conclusion

For all of the above reasons, it is respectfully submitted that the claims now pending patentability distinguish the present invention from the cited references. Accordingly, reconsideration and withdrawal of the outstanding rejections and an issuance of a Notice of Allowance are earnestly solicited.

Should the Examiner determine that any further action is necessary to place this application into better form, the Examiner is invited to contact the undersigned representative at the telephone number listed below.

In the event this paper is not considered to be timely filed, the Applicants hereby petition for an appropriate extension of time. The Commissioner is hereby authorized to charge any fee deficiency or credit any overpayment associated with this communication to Deposit Account No. 01-2300 referencing client matter number 107317-00030.

Respectfully submitted,

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